



اَوْنِبُوْا سِيَّتِيْ تَتَكُوْنُوْا لِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

INDIVIDUAL CASE STUDY

PREPARED BY:

NAME: NURHUDA HURAIYAH BINTI ABD RASHID
GROUP: DAD111/AC
STUDENT ID:2018696666
COMPANY NAME: CHRISTY NG

PREPARED FOR:

MADAM KARTINI BINTI KADIR

DATE OF SUBMISSION:

23 APRIL 2020

TABLES OF CONTENT

CONTENT	PAGE
TABLES OF CONTENT	i
LIST OF FIGURES	ii
LIST OF TABLES	ii
1.0 EXECUTIVE SUMMARY	1
2.0 BUSSINESS DESCRIPTION	
2.1 COMPANY BACKGROUND	2
2.2 COMPANY PRODUCT SERVICE DESCRIPTION	3
2.3 COMPANY JOURNEY	4
2.4 PERSONAL INFORMATION AND COMPANY INFORMATIONS	5
3.0 ENTREPRENEURIAL CHARACTERISTIC	6-7
4.0 APPENDICES	8

LIST OF FIGURES

FIGURES	PAGE
2.2 COMPANY JOURNEY	4

LIST OF TABLES

TABLES	PAGE
2.1 COMPANY BACKGROUND	2
2.2 COMPANY PRODUCT SERVICE DESCRIPTION	3

1.0 EXECUTIVE SUMMARY

The intention of case study is to generate many ideas of this assignment project and learn more about entrepreneurship. I choose to pick a Christy Ng Shoes company for this case study as I felt like it was really inspiring not only me but all of people out there. I feel so glad to do the background and all the requirements of this case study towards the company because it contains a huge impact for me as a student to be a successful entrepreneur in future. The report contains the introduction of Christy Ng Shoes which includes background, business description and entrepreneurial characteristic. Next, it's also explain about the company and the founder itself for the struggles and problems that she faced throughout the business going from the start until today. Besides, this report also has the articles that she was featured in along with her most inspiring story. Last but not least, there are also the interviews of them from internet sources that was included in this report.

2.0 BUSSINESS DESCRIPTION

2.1 COMPANY BACKGROUD

NAME OF THE COMPANY	Christy Ng Shoes
NAME OF THE OWNER	Christy Ng
COMPANY ADDRESS	No 7, PJ51, Jalan Tandang 51/205A, PJS 51, Petaling Jaya, 46050 Selangor
FORM OF BUSSINESS	Sole proprietorship
TELEPHONE NUMBER	+603 7495 5909
WEBSITE	christyng.com
E-MAIL	enquiries@christyng.com
FACEBOOK	ChristyNg.com
INSTAGRAM	@christyngshoes
PINTEREST	Christy Ng: Shoes
TWITTER	Christy Ng @christyngshoes
DATE OF ESTABLISHMENT	July, 2010
WORKING HOURS	Mon-Fri: 9:00am – 5:00pm Sat-Sun: 10:00am – 3:00pm Public Holiday: 10:00am – 3:00pm